



Targeting Your Local Media

Understanding Outreach

- Why?
- Who?
- What?
- How?

Why does media matter?

Media Landscape

- Traditional Media
 - Newspapers
 - Television
 - Radio

Media Landscape

- New Media
 - Online News
 - 1/3 of Americans below the age of 40 cite the Internet as their main source of news (*Pew Research Center for the People & The Press*)

Popularity of Local Media

- Most Americans feel favorable toward their local news, despite negative attitudes toward media in general
 - Timely
 - Breadth of Coverage
 - Ability to stay informed locally and globally

(Pew Research Center for the People & The Press)



Resources

- Activities
- What does it take to tell the story?
 - Media Lists
 - Press Releases
 - Calendar Advisories
 - America Supports You
 - Your Web site
 - Press Kit



Press Kit

- Biographies
- Factsheet
- Print out of an ASY e-newsletter featuring your organization
- Clips
- Photos

Fact Sheet



- *America Supports You* is a Department of Defense program recognizing citizens' support for our military and communicating that support to members of our Armed Forces and their families, at home and abroad. *America Supports You* connects Americans supportive of our troops with organizations that are devoted to helping the troops and their families, while also providing a one stop location on the internet at www.AmericaSupportsYou.mil where our military and their families can find hundreds of support organizations eager to help our heroes when they need it most.
- Across America, thousands of citizens, businesses, and homefront groups - from local schools and establishments to nationally-known corporations and organizations - undertake projects to support our military men and women. *America Supports You* spotlights their work, encourages others to join the team, and allows everyone to tell their stories by giving voice and visibility to their efforts.
- Over 330 homefront groups, representing communities from coast to coast, have joined the *America Supports You* team to support the troops in many ways including writing letters and e-mails, sending care packages, and assisting military families or helping the wounded when they return home.
- *America Supports You* homefront groups have:
 - Provided more than \$6million in direct financial support to military members and their families
 - Provided more than 14,000 free airline tickets worth more than \$11 million to hospitalized service members and their families, helping to keep them connected during recovery
 - Provided assistance to more than 500,000 military families
 - Built or adapted dozens of homes for wounded service members
 - Provided more than 1,800 computers to military families to help keep them connected with their deployed loved ones
 - Sent more than 4 million care packages to deployed service members
 - Sent more than 900,000 books to deployed service members
 - Greeted more than 600,000 troops at the airport as they return home from deployment
- More than 35 corporations have joined the *America Supports You* program - including NASCAR, the PGA TOUR, AT&T, the Grand Ole Opry, McDonald's, Ringling Bros. and Barnum & Bailey and Wal-Mart.
- Tens of thousands of people representing all 50 states participated in more than 255 Freedom Walks throughout 2007, honoring those who died on September 11, 2001 and saluting our nation's veterans, past and present.

To find out how you can help, or to find help from one of more than 330 non-profit organizations, please visit www.AmericaSupportsYou.mil

America Supports You E-newsletter



[Newsletter Archive](#)

January 22, 2008

[Newsletter HTML Version](#)

E-Newsletter Volume CXLV

Afghanistan



Utah Army National Guard Sgt. Jill Stevens, Miss Utah in the Miss America pageant, plays with children while serving as a medic in Afghanistan in 2004. Photo courtesy of Sgt. Jill Stevens.

Camp Arifjan, Kuwait



Military personnel line the path to the stage as President Bush addresses them. Photo courtesy of the White House.

Paramus, New Jersey



Carl Banks, New York Giants player # 58, with *20 Steps to a Freedom Walk*, written by Joey Rizzolo of *America Supports You* homefront group Operation Goody Bag. Photo courtesy of Rosa Rizzolo.

IN THIS EDITION:

★ New York Giants player Carl Banks signs *20 Steps to a Freedom Walk*.

★ *America Supports You* homefront groups Operation: Care and Comfort and Operation Gratitude team up to make sure servicemembers are remembered on Memorial Day.

High Resolution Photos



Who Can Help Get Your Message Out?



A Press Release vs. An Advisory

Advisory



FOR IMMEDIATE RELEASE
August 30, 2007

CONTACT: Lindsay Mosher
(202) 414-0788
lmosher@susandavis.com

*** ATTENTION CALENDAR DESKS ***

**3rd ANNUAL NATIONAL AMERICA SUPPORTS YOU FREEDOM WALK
TO TAKE PLACE IN WASHINGTON, D.C. on Sept. 9th**
Live Musical Tribute by Harlem Gospel Choir and Army Band

WASHINGTON—The third annual Washington, D.C. *National America Supports You Freedom Walk*, an event to commemorate the victims of the September 11th terrorist attacks and honor military veterans, past and present, will commence on **Sunday, September 9** at 9:00 a.m. at the **Lincoln Memorial**. The Freedom Walk will proceed to the Pentagon and end near the impact site and future home of the Pentagon Memorial. A live, 40-minute musical tribute by the world famous **Harlem Gospel Choir** and the United States Army Field Band's Jazz Ambassadors will take place at the conclusion of the Freedom Walk.

America Supports You is a Department of Defense program that connects citizens and corporations with military personnel, and their families, serving at home and abroad. The *America Supports You* program hosted the first National Freedom Walk in Washington, D.C. in 2005 to commemorate those lost during the terrorist attacks at the Pentagon on September 11, 2001. Last year, the National Freedom Walk expanded nationwide with over 130 Freedom Walks taking place in all 50 states. To date there are 162 Walks happening in cities across the country, with the largest taking place in Washington, D.C.

WHAT:	Third Annual National America Supports You Freedom Walk
WHEN:	Sunday, Sept. 9, 2007 Walk: Begins at 9:00 a.m. Performance: Harlem Gospel Choir begins at the conclusion of the Walk
WHERE:	Walk: Begins at the Lincoln Memorial and proceeds to Pentagon Performance: Pentagon South Parking Lot

The *National America Supports You Freedom Walk* is free of charge and open to the public. You must register in advance to participate. Registration closes on **Sept. 7, 2007 at 6:00 p.m.**

About America Supports You:

America Supports You is an ongoing, nationwide program organized by the Department of Defense to showcase Americans' support for the men and women of the Armed Forces and their families. Since its launch in November of 2004, the *America Supports You* program has welcomed nearly 300 homefront organizations and more than 35 corporations to the team. Many *America Supports You* team members support the troops through writing letters, sending care packages, helping the wounded when they return

Press Release



FOR IMMEDIATE RELEASE

CONTACT: Michelle Shortencarrier
(562) 980-2908
michelle@susandavis.com

***More Than 230 America Supports You Freedom Walks Planned Across the
United States and Around the Globe
The Harlem Gospel Choir will Perform at the National Walk in Washington, D.C.***

WASHINGTON, D.C. – *America Supports You* Freedom Walks are being planned in 235 cities across the country and around the world to commemorate the victims of the Sept. 11 terrorist attacks and honor military veterans, past and present. The 2007 National *America Supports You* Freedom Walk, the largest walk in the country, will take place on Sunday, Sept. 9 in *Washington, D.C.* Representing Pennsylvania during the National Freedom Walk will be members of the Pennsylvania National Guard who will provide the color guard and lead walkers to the Pentagon crash site. At the crash site, and future home of the Pentagon Memorial, the Harlem Gospel Choir, representing New York City, will perform a 40-minute musical tribute with the Jazz Ambassadors of the United States Army Field Band.

When it comes to the *America Supports You* Freedom Walks, patriotism takes all forms. Several walks around the United States are being organized by children. Colton Lockner, age 10, is planning his second annual *America Supports You* Freedom Walk in *Sebring, Ohio*. In 2006, nearly 2,000 people walked with Lockner, including the town mayor. Another young patriot organizing his first Freedom Walk is sixth grader, Joey Rizzolo of *Paramus, N.J.*, who was inspired by the walks other communities held in 2006. Schools participating include *Killeen Independent School District* in Texas, which will have 50 separate schools organizing walks on school grounds.

With *America Supports You* Freedom Walks being planned around the world, patriotism has no boundaries. The Sullivan School on the *USN Yokosuka Naval Base* near *Tokyo, Japan* will have seven kindergarten classes participating in their Freedom Walk, while members of the MWR services are organizing a walk in *Kuwait*.

Meanwhile, the Beacon of Hope Outreach Center in *Colorado Springs, Co.*, is organizing their second annual Freedom Walk at the Fort Carson Army Post. At the Colorado Freedom Walk, participants will hear from Cheryl McGuiness, wife of Tom McGuiness, the pilot of American Airlines Flight 11 that hit one of the World Trade Center towers. Musical tributes will be provided by country singers Aaron Lines, Tammy Cochran, and the Kory Brunson Band. Ken Davis, author, radio host and comedian, will participate along with best selling author Stephan Mansfield.

America Supports You is a Department of Defense program that connects military men and women, and their families, to nearly 300 organizations that provide support. *America Supports You* hosted the first National Freedom Walk in Washington, D.C. in 2005, with more than 15,000 participants. Last year, more than 130 Freedom Walks took place in all 50 states, and this year, their popularity continues to grow. To learn more about *America Supports You* Freedom Walks in your area, or for help planning your own, log on to AmericaSupportsYou.mil/freedomwalk.

Speaking to the Media

- Spokespeople
 - Right message / right person
- Newspaper vs. TV vs. Radio
- Interview Techniques



Your Organization As Part of America Supports You